



AusCERT2012 Sponsor Manual

16 – 18 May 2012 Conference

RACV Royal Pines Resort
Gold Coast, Australia



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We are delighted that you are involved in AusCERT2012, the 11th Annual AusCERT Information Security Conference. We are keen to make it a worthwhile event for everyone participating including sponsors, delegates and speakers.

The following pages provide information about key dates, sponsor entitlements, exhibition requirements and registration information.

It is recommended that you make a copy of this manual available to any and all staff who will be involved with the conference.

Key contacts

Please find below your event contacts who will assist you in making this event a success:

Claire Groves

AusCERT2012 Conference Manager

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AusCERT2012 Conference Assistant & Media Liaison

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Rebecca Cheb

Coordinator, Sponsorship & Exhibition

arinex Pty Ltd

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Fax: +61 7 3226 2899

Email: rcheb@arinex.com.au

Website: www.arinex.com.au

Deadlines

We want to maximise your participation in the conference, so to achieve this we've provided some key deadlines.

Task	Submit to	Date
Submit logo (in print quality vector eps format)	briony@uq.edu.au	ASAP
Pay sponsorship invoice		Monday, 2 April 2012
Submit sponsor words for the delegate handbook	briony@uq.edu.au	Monday, 2 April 2012
Submit title, abstract and bio for presentation (<i>Platinum, Gold & Silver Sponsors only</i>)	briony@uq.edu.au	Monday, 2 April 2012
Submit details of prize being supplied for Bronze Sponsor passport (<i>Bronze Sponsors only</i>)	briony@uq.edu.au	Monday, 2 April 2012
Submit electronic copies of brochures for the delegate USB drive.	briony@uq.edu.au	Monday, 2 April 2012
Send promotional material for delegate bag	Fastpack Pty Ltd Unit 13 97-101 Bayfield Road Bayswater VIC 3153	Friday, 27 April 2012

Register attendees		Friday, 27 April 2012
Confirm fascia board signage with Pyramid Displays	Bruce McEwen (07) 5522 1133 info@pyramiddisplays.com.au	Friday, 27 April 2012
Confirm any special needs for power or network	auscert@arinex.com.au	Friday, 27 April 2012
Pay delegate registration invoices		Friday, 4 May 2012
Order and pay for additional furniture for booth through Pyramid Displays	Bruce McEwen (07) 5522 1133 info@pyramiddisplays.com.au	Monday, 7 May 2012

Conference location

AusCERT2012 is to be held at the RACV Royal Pines Resort, Ross Street, Ashmore on the Gold Coast from **Wednesday 16 to Friday 18 May 2012**. Platinum, Gold, Silver and Bronze Sponsors will exhibit during these dates.

Please note that this year tutorials will run on Monday 14 and Tuesday 15 May and the main conference will run from Wednesday 16 to Friday 18 May.

Conference mobile application

The conference will have available a mobile app called "eventr" that will run on mobile devices such as iPhone, iPad and Androids.

Sponsorship payment

If a sponsorship invoice has NOT been paid by **2 April 2012**, your participation will be forfeited and the spot offered to other vendors. All decisions about speaker slots, branding and upgrades will be based on the date your sponsorship invoice is paid. It is mandatory that all payments are made before the handbook goes to print.

Sponsor private functions

We recognise that some sponsors use the conference as an opportunity to entertain delegates at private functions. In 2012 we are offering sponsors the choice of two evenings.

PLEASE NOTE: As part of your sponsorship agreement, no sponsors can hold a competitive social event during the advertised hours of conference social events.

Welcome Reception- Tuesday 15 May

Private functions should not commence prior to the finish of the welcome reception at 8pm.

Sponsor Cocktail Party- Wednesday 16 May

The sponsor cocktail party will run from 5pm to 7pm. Sponsors are expected to man their booths during this time. Delegates will enjoy 'cocktails' and finger food in the exhibition space. As in previous years, Platinum and Gold Sponsors will have the option of hosting a cocktail machine at their booth.

This allows sponsors to arrange their own private functions to commence from 7pm.

A casual dinner will be provided for people who stay onsite.

Conference Gala Dinner- Thursday 17 May

No private functions should take place on Thursday evening between 6.45pm and 10.30pm

PLEASE NOTE: Any sponsors found to be contravening these guidelines will lose their speaking spot preferences in 2013

Sponsor words for delegate handbook

As a sponsor you are invited to submit words for the delegate handbook. Each level of sponsorship incorporates the number of words you may submit; please refer to the below table.

Sponsorship level	Number of words
Platinum	300
Gold	250
Silver	150
Bronze	100

These words should be used to persuade delegates to visit your stand or meet your staff at the conference. Therefore they should describe interesting products or services you will have on display. From our experience, delegates generally know all of the sponsors, so a corporate statement is not the best use of this space. We need your words by **Monday 2 April**.

In addition to these words please include phone, email and web address details (in the format shown below) for delegates to reach you after the conference is over. These can be for a specific person with direct phone/email or a generic address like a call centre such as info@sponsor.com.

Example

Phone: 07 1234 5678

Email: info@sponsor.com

Web: www.sponsor.com/itsecurity

Sponsor speaking slots (*Platinum, Gold and Silver Sponsors only*)

As a Platinum/Gold/Silver Sponsor you are entitled to a sponsor speaking slot in one of the vendor streams, each speaking slot is 35 minutes including question time. Please submit your title, abstract and bio for your speaker by **Monday 2 April**.

The program will be distributed shortly and you will be asked to nominate your preferred speaking slot.

Promotional material for delegate bag/USB drive

Save the planet and provide us with electronic copies of your delegate brochures. These will be distributed on the delegate USB drive. This material is required by **Monday 2 April**.

Sponsorship level	Limit
Platinum	40MB
Gold	30MB
Silver	20MB
Bronze	10MB

In addition, all planet-savers will have a special symbol against their company name in the handbook. You can also provide us with a slide for 5 second display at the start of each day. Let's go green!

Alternatively, promotional material for the delegate bag is required **27 April 2012**. You should plan to provide **1100** sets; we will advise if this number changes substantially.

Please note if you provide **PRINTED MATERIAL** for the delegate bag, you are **UNABLE** to contribute material to the USB (if you provide other promotional material e.g. stress balls, pens etc you can still contribute to the USB).

Each sponsor is entitled to supply items to be included in the bag. Platinum, Gold, Silver and Bronze Sponsors can supply up to 3 items. Please note a folder pre-packed with inserts counts as one item. However, we do encourage you to be creative about promotional material for the bag and consider saving brochures for your booth.

All material should be marked clearly with the label in the appendix and sent directly to:

Fastpack Pty Ltd
Unit 13
97-101 Bayfield Road
Bayswater VIC 3153

Attendees

For security reasons each exhibiting company must register **all attendees**.

Your sponsorship includes the following complimentary attendees:

Platinum- 4 delegates
Gold- 3 delegates
Silver- 2 delegates
Bronze with booth option- 1 delegate

You must register every attendee even if they are complimentary.

All additional delegates **must pay prior** to the conference. Delegates who register at the conference must pay by credit card at the time of registration on site. Delegates cannot attend the exhibition area unless they are wearing their conference name badge, and will not be permitted entry.

Please register your staff <https://ei.eventinfotech.com.au/ei/getdemo.ei?id=1040&s= MCW0P21FE> no later than **Friday 27 April**. Should names change after this initial registration, you should advise in writing at email: auscert@arinex.com.au

If you would like to register additional attendees, please use this registration form:

<https://ei.eventinfotech.com.au/ei/rs.esp?id=1040&scriptid=HOME>

If you have any problems registering, please contact auscert@arinex.com.au

PLEASE NOTE: Anyone registering onsite will be asked for credit card details to pay for their attendance. If they cannot provide these details at the time of registering they will not be permitted to enter the conference area.

Rates for additional personnel:

Non-member delegate AU\$2350 per person (select the 'early bird non-member' rate)

Special deal- buy two, get one free!

INCLUSIONS: morning/afternoon teas, luncheons and all evening social events, golf, collateral and attendance of conference sessions.

EXCLUSIONS: tutorials and accommodation.

Morning and afternoon teas will be provided in the exhibition area for exhibition staff and delegates.

Exhibitor lunch catering will be available in the undercover tennis courts from 30 minutes prior to delegate breaks. Please ensure you take advantage of this time so that you can be available at your booth when delegates break.

Extra opportunities

1. Bring your clients

Platinum, Gold and Silver Sponsors are invited to purchase delegate registrations for their clients at a discounted AusCERT member rate.

Sponsorship level	Special offer for clients	Accommodation upgrade
Platinum	Purchase 6 full delegate registrations for clients at the AusCERT member rate, for the price of 4	Upgrade accommodation for 2 clients to a suite at Royal Pines Resort*
Gold	Purchase 3 full delegate registrations for clients at the AusCERT member rate, for the price of 2	N/A
Silver	Purchase 3 full delegate registrations for clients at the AusCERT member rate, for the price of 2	N/A

Please note, these registrations are available for sponsors' clients only, not for the sponsoring organisation's staff.

*If you are also able to provide accommodation for your clients, we will provide an upgrade to an Executive Suite for 2 of your clients.

To register your client, please use the online registration form at: <https://ei.eventinfotech.com.au/ei/rs.esp?id=1040&scriptid=HOME> and select the registration category as "Sponsor's Client".

Please contact briony@uq.edu.au if you have any questions

2. Reserved table at Gala Dinner

Reserve a table at the Gala Dinner! Impress all delegates, VIPs, speakers, sponsors, exhibitors and media with your hospitality at the premier social function of the conference. The Gala Dinner incorporating the AusCERT and SC Magazine Australian Information Security Awards is an excellent opportunity to make a strong, initial impact and lasting impression.

The Gala Dinner will be held onsite at the RACV Royal Pines Resort on Thursday and is an essential networking opportunity for all attendees. The cost to reserve a table is \$500. Entitlements are:

- You may provide your guests with a branded gift (sponsor to supply gifts)
- Option to upgrade beverage package (at sponsors cost)

All delegates will have dinner tickets, any other guests requiring tickets will be at sponsor's cost.

To reserve a table, please contact briony@uq.edu.au

Accommodation

Accommodation can be booked for attendees via the sponsor registration form. This is a special rate not available through your normal travel agent or directly through the hotel. RACV Royal Pines Resort cannot accept bookings for the conference made directly through the hotel.

Accommodation at the RACV Royal Pines Resort will book out rapidly. It is recommended that you register and book your accommodation online via the sponsor registration form as early as possible.

Other accommodation will be made available at off-site venues with a complimentary shuttle bus service to the RACV Royal Pines Resort.

The exhibition will run from the evening of Tuesday 15 May until mid-afternoon of Friday 18 May.

Deliveries and bump in/ bump out

There are approximately 70 exhibitors at the conference so it is critical that your material is clearly marked, please use the exhibition material delivery label found in the appendix of this manual when sending your goods directly to the RACV Royal Pines Resort.

Bump in of exhibitor stands should occur at these times:

Date	Time	Booth number
Tuesday 15 May	9am to 12 noon	Convention lobby
Tuesday 15 May	9am to 12 noon	34-37
Tuesday 15 May	9am to 12 noon	40-45
Tuesday 15 May	9am to 12 noon	60-72
Tuesday 15 May	12:30pm to 5pm	30-33
Tuesday 15 May	12:30pm to 5pm	38-39
Tuesday 15 May	12:30pm to 5pm	46-59

The delegates will be attending the welcome reception in the exhibition area from 6:00pm; it is important your stand is dressed and ready by this time.

Bump out of exhibitor stands can commence at **2:30pm** on Friday 18 May. A bump out form will be supplied to each booth; this form includes information about your shipping agent and consignment notes. This form assists in the follow up with your freight company if the items have not been picked up promptly. Please complete the form and leave it with the items in your booth that require shipping. An example of this form can be found in the appendix of this manual.

Please note:

- Exhibitors are responsible for arranging and payment of their own shipping to and from the venue.
- Physical security will be provided overnight in the exhibition but no commitment is implied or given. You must lock down or remove all attractive items when the booth is not occupied.
- The members of the organising committee, AusCERT, RACV Royal Pines Resort and arinex accept no liability for personal accident nor loss or damage suffered by any participant, accompanying person, invited observer or any other person by whatever means. We do not accept liability for any equipment or software or other goods of whatever form brought to the conference by delegates, speakers, sponsors or any other party.
- All sponsors are responsible for obtaining insurance for their equipment in transit to and from the conference as well as at the conference venue.

Booth food & beverage giveaways

The exhibition takes place within a hotel which has strict regulations in regards to alcohol and food which it must adhere to. Exhibitors wishing to provide food or beverage giveaways from their booth must first seek approval from arinex. Please email with your requests briony@uq.edu.au

Sponsor prize draws

We can announce the winners of any prize draws undertaken at your booth. Please fill in the sponsor prize draw details form which can be found in the appendix of this manual and return it to the

registration desk. This will allow us to announce the winner over the PA system during the breaks. Extra copies of the sponsor prize draw details form will be available at the registration desk. Be aware the last reasonable opportunity for announcements is on Friday at lunch time.
PLEASE NOTE we will only announce winners of prize draws. Promotion of prize draws is the responsibility of the exhibitor.

If the winner is required to be at the conference when the prize is drawn, delegates need to be informed at the time of entering the competition.

Bronze Sponsor passport (*Bronze Sponsors only*)

The Bronze Sponsor passport is back for its sixth year! In 2007 it was introduced to increase the traffic through the Bronze booths with great success.

Each of the delegates will be provided with a passport card which they need to take to each of the Bronze Sponsor booths for a stamp, if they receive stamps from all 30 Bronze Sponsors they will go in the draw for prizes. You will be provided with the appropriate stamp to use and all sponsors will have a different stamp.

We are hoping you can assist by donating prizes. This will be a great opportunity to promote your company. You will gain extra exposure as your name will be listed on the passport and you can display the prize on your booth.

Please let us know if you would like to participate and what item/s you will be supplying by **Monday 2 April**.

Exhibition hours

The Exhibition hours are as follows:

Day	Date	Time
Tuesday	15 May	6:00pm to 8:00pm
Wednesday	16 May	8:00am to 6:30pm
Thursday	17 May	8:00am to 5:00pm
Friday	18 May	8:00am to 2:00pm

Booth details

All booths come with:

- Simple shell scheme booth
- Fascia board with company name
- Power
- Two spotlights
- Hard wired high-speed Internet access
- Table with table cloth
- Two chairs

If you have any special needs for high power or special telecoms please let us know by **Friday 27 April**.

You should budget for the costs of installing a custom designed booth (if this is what you prefer), any special furniture you require and any special accessories such as brochure displays. You are at complete liberty to use your own suppliers for all your display, however shown below is the local company we use ourselves.

Furniture, display & AV equipment hire

Should you wish to hire additional furniture (i.e. bookshelf, stools, brochure stands) or audio visual equipment you can make an online request for a quotation. To upgrade or customise your booth please contact:

Pyramid Displays

Contact: Bruce McEwen

Phone: (07) 5522 1133

Email: info@pyramiddisplays.com.au

Web: www.pyramiddisplays.com.au

Appendix

1. Promotional material delivery label (goods for delegate bag)
2. Exhibition material delivery label (goods for stand at exhibition)
3. Sponsor prize draw details form
4. Bump out form

AusCERT2012



AusCERT

SATCHEL INSERT DELIVERY LABEL

Fastpack Pty Ltd
Unit 13 97-101 Bayfield Road
Bayswater
VIC 3153

Please deliver during the following times:
Monday to Thursday 8:00am to 4:00pm and
Fridays 8:00am to 12:30pm

Organisation:

Contact Person:

Contents:

BOX ____ OF ____

DELIVER TO:	
RACV Royal Pines Resort Ross Street BENOWA QLD 4217 AUSTRALIA	
Event Name:	AusCERT 2012 Conference
DO NOT DELIVER BEFORE Friday 11 May 2012	
Delivery Date:	
Date of Event:	14 – 18 May 2012
Room Name:	Royal Benowa Foyer & Convention Lobby
Venue Contact:	Erin Vitinaros +61 7 5597 8417
FROM:	
Stand / Company Name:	
Stand Number:	
Stand Contact Name:	
Contact Mobile Number:	
Organiser Contact Name:	Rachel Elsworth, arinex pty ltd
Organiser Number:	+61 2 9265 0700
Courier / Carrier Company:	
Description of Item/s being delivered: (e.g. boxes / cartons / pallets)	
ITEM NUMBER:	# _____ of _____ #
<u>THIS LABEL IS FOR EXHIBITION BOOTH MATERIALS</u>	
A SEPARATE 'SACHEL INSERT' DELIEVERY LABEL IS REQUIRED FOR MATERIALS TO BE INCLUDED IN DELEGATE SACHELS	

SPONSOR PRIZE DRAW DETAILS FOR PUBLIC ANNOUNCEMENTS

SPONSOR	
Company:	
Contact:	
Day & time for announcement:	
Please state any conditions attached to your prize draw:	(e.g. winner must be at conference to collect prize)
WINNERS	
Name:	
Organisation:	
Prize:	
Name:	
Organisation:	
Prize:	
Name:	
Organisation:	
Prize:	
Name:	
Organisation:	
Prize:	
Name:	
Organisation:	
Prize:	
Name:	
Organisation:	
Prize:	
Name:	
Organisation:	
Prize:	

AUSCERT2012 BUMP OUT FORM

This form should be left in the booth with all the items you are despatching from the conference exhibition.

Who is sending it?

Name	
Organisation	
Phone	
Email	

Who is the freight company?

Courier company	
Booking reference	
Phone	
Booked pickup date and time	
Number of items	

Who is receiving it?

Destination 1	Name: Organisation: Street: Suburb: State: Number of items:
Destination 2	Name: Organisation: Street: Suburb: State: Number of items:
Destination 3	Name: Organisation: Street: Suburb: State: Number of items: